



***Barrios Technology***

# Barrios Overview

2018 Federal Small Business Summit  
Honolulu, Hawaii  
August 16, 2018

# The Barrios Story

- Founded in 1980 as a Hispanic Woman-Owned Small Business (WOSB)
  - Emyre Barrios Robinson – majority owner with 7 partners (including Sandy Johnson)
- First contract was Flight Design Support Services for NASA/JSC
- Successful growth, Survived set-backs, Many awards, 8(a) from 1984 to 1990
- Ownership changes from 1990 – 1992
- Sandy purchased company in 1993
  - Returned to roots as a WOSB
- Daughter will take over business in 2022

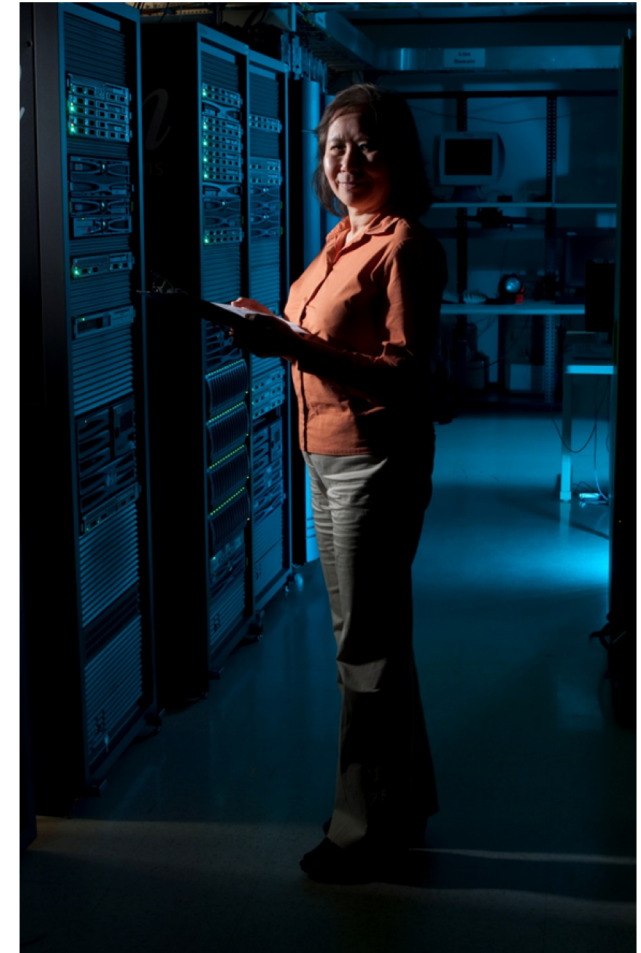


# Barrios Mission/Vision/Values

- **Mission Statement:**
  - To be the foremost small aerospace engineering services company providing extraordinary value to our customers, employees, and communities
- **Vision:**
  - To replicate the best of who we are in targeted U.S. aerospace markets while strengthening our commitment to current customers
- **Core Values:**
  - Respect, Integrity, Commitment, Excellence

# Barrios Core Capabilities

- **Core Capabilities:**
  - Mission Integration & Operations
  - Software Engineering & Integration
  - Program Planning & Control
  - Aerospace Engineering & Science







ISS Research: Payload Researcher assistance; Research data tracking; Outreach through social media, blogs, journals, and off-site visits



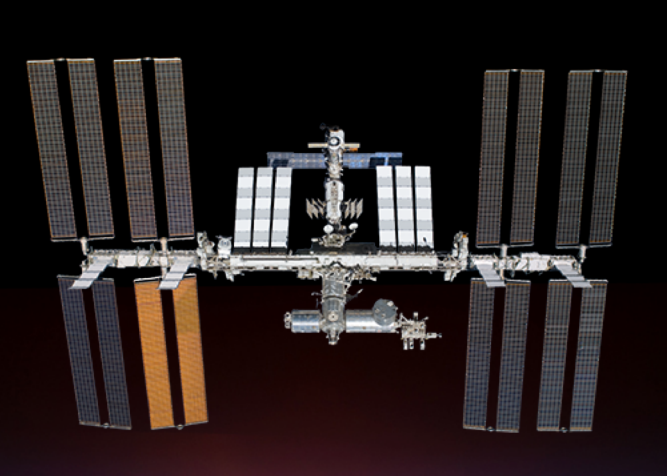
Real-Time Mission Support: Increment Planning; Research Operations Planning; On-console Support



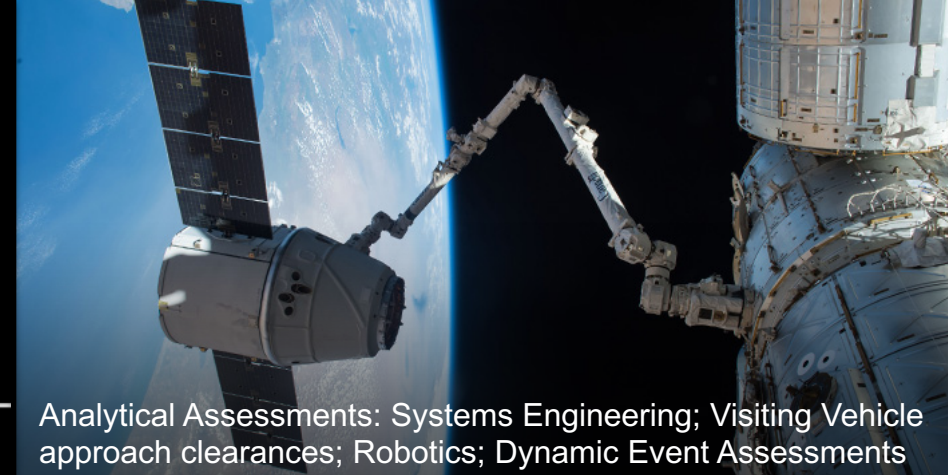
Safety and Mission Assurance: Independent Safety Reviews; Probabilistic Risk Assessments



**MISSION and PROGRAM  
INTEGRATION**



**The Integration Contract for the  
NASA ISS Program**



Analytical Assessments: Systems Engineering; Visiting Vehicle approach clearances; Robotics; Dynamic Event Assessments



Mission Integration: Cargo Manifests; Stowage; On-board Consumables; Crew Time Planning; Trash management



ISS Program Level Support: Certification of Flight Readiness; Change and Document Management; Information Technology



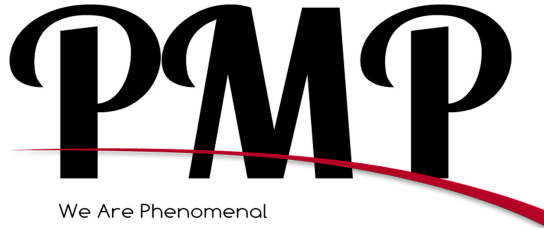
# Barrios Accomplishments

- Held prime contracts continuously throughout 38 year history
- All award fee scores in the Excellent range
- AS9100D Certified and all Business Systems are Government Approved
- Numerous customer awards, including:
  - SBA Region VI Subcontractor of the Year
  - Two-time winner of NASA's prestigious George M. Low award
  - NASA's Woman-Owned Business of the Year
  - Boeing's Supplier of the Year – WOSB Enterprise Award
  - NASA/JSC Mentor of the Year



# President/CEO Lessons Learned

- Initially focus on one product/service
  - Be clear in what you are offering (Test: Do employees and customers describe the company consistently?)
  - Can add products/services over time; but only once initial offering is well established
- Know when you need to hire expertise
  - Emerging business owners start by doing everything themselves
  - Recognize your strengths and accept when it's time to bring in people smarter than yourself in an area (CFO, Business Development, Operations)
  - Initial staffing hires should bring diversity to your background
- Banking (and other “external” services)
  - Seek sources like you; start-ups, smaller in field
  - Everything has to be in writing
- Know when to say stop
  - Set clear goals when investing in a new product line, market, or location
  - Be willing to shut it down if it doesn't achieve the goals within the time allocated
- Take time for yourself and your family; your business will still be there tomorrow



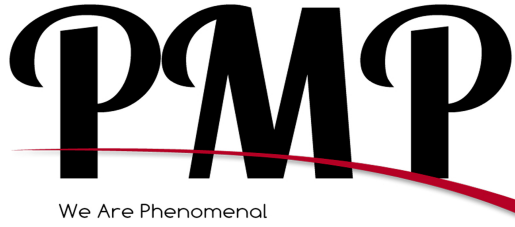
# 2018 FEDERAL SMALL BUSINESS SUMMIT: SMALL BUSINESS SUCCESS

**SHARON BROOKS HODGE**

VP/COO PHENOMENAL MANAGEMENT PARTNERS

**AUGUST 16, 2018**





# PHENOMENAL MANAGEMENT PARTNERS

## Experienced In:

- Developing Cost Strategies
- ISO Training
- CMMI Training
- Contract Close Outs
- Developing Marketing Strategies
- Web Design
- Business Development Support
- Contract Compliance & Cost Accounting
- Standard Pre-Audits

**PMP is a minority, woman-owned small business**

**[www.We-Are-PMP.com](http://www.We-Are-PMP.com)**





# PHENOMENAL MANAGEMENT PARTNERS

## Keys to Success:

- Find a niche
- Know each agency's needs
- Match capabilities to needs
- Be proactive
- Be responsive



PMP is a minority, woman-owned small business

[www.We-Are-PMP.com](http://www.We-Are-PMP.com)



# PHENOMENAL MANAGEMENT PARTNERS

## Contact Information



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# Lessons, Habits and Tips to Succeed







## Mission

To utilize our human capital to progress science and technology for the benefit of all life on Earth.



## Vision

Promote an agile culture while scaling to be leading systems integrator in the Federal Aerospace and Health markets by enabling a team of diverse and passionate employees to reach their limitless potential.



## Principles

- Do meaningful work and have meaningful relationships
- Obsess over your customers
- Be truthful and transparent
- Be grateful and foster corporate community
- Think and act like an owner
- Always help one another
- Take calculated risks

Our company believes that diverse, agile teams of passionate employees can change the world and unleash limitless potential. Our Mission, Vision and Principles are values we live by and drive into our company to accomplish tangible results.



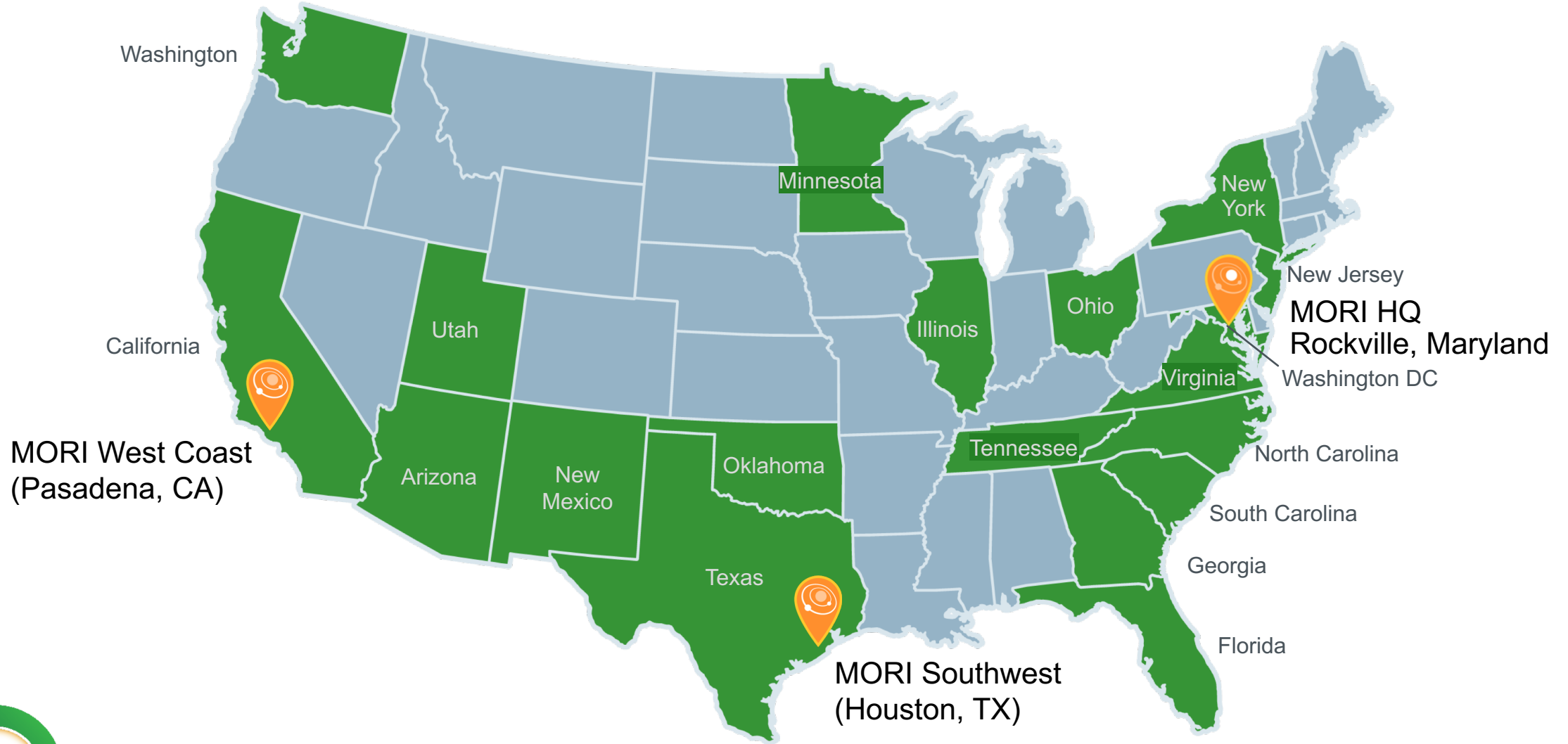
# Corporate overview



- Founded 1997
- MORI Aerospace focuses on solutions for both Federal and Commercial Aerospace clients
- MORI Health focuses on solutions for both Federal and Commercial Health Technology clients
- Woman-Owned Small Business
- 400 Employees
- Nearly \$70M in revenue – 2018
- Washington Technology Fast 50, **Ranked # 32** – 2017
- Recognized (Shanaz Amirjafari, President/CEO) as one of the **Fifty Most Influential Minorities** in Business by Minority Enterprise Advocate Magazine (MEA)
- NASA HQ **Small Business Prime Contractor** of the Year Award
- NASA HQ **Woman Owned Small Business** of the Year Award



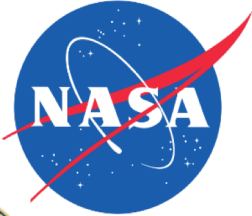
# MORI's nationwide presence



# Clients and partners



National Institutes  
of Health



Booz | Allen | Hamilton





# Key services

- Information Technology
- Custom Software
- Program & Operations Support
- Communications
- Multi Disciplinary Engineering



# Capability Statement

- Identify your Core Capability and strive to be a market leader
- Be specific - communicate clearly and effectively to potential partners or clients about your capabilities
- Do your homework - Familiarizing yourself with the particular agency or customer you are targeting and make sure they need the services or products you are selling
- Be prepared to deliver a concise “elevator speech”
- Define your capability succinctly - This will differentiate your business from your competitor
- Provide specific information that will assist potential clients to make a decision on whether they should do business with you
- Follow up and follow through



# Networking

- Attend conferences and supplier fairs that is related to your field
- Large businesses that have contracts with small business requirements aligned to your capabilities is where you should target
- The small business office is your friend and can help you navigate agencies and customers
- If you came from Government or industry, you have a leg up. It's that simple. If you didn't, you'll have to do everything above but more aggressively



# Proposal Capability

- Take a Business Development for Government Contractors course
- Learn how to create and manage a pipeline of opportunities that are aligned with what your core capabilities are.
- Learn how to qualify those opportunities. The best companies are the ones that know how to walk away when success is improbable, even when you're emotionally invested.
- Maintain a network of consultants that can help you develop proposals.
- You can achieve this through networking and formal or informal Mentor Protégé relationship





# Habits for Success

## ➤ Focus

- ❖ Maintain a sense of strategic focus on a capability and client base
- ❖ Understand all contracts that your client has and which services on those contracts align to your core capabilities.
- ❖ If you do not focus you will not be able to put forth the proper effort and resources to succeed

## ➤ Be Professional

- ❖ Have high standards & expect the same from your team
- ❖ Always behave with integrity
- ❖ Stand behind quality of anything you committed to deliver

## ➤ Reflect

- ❖ Learn from your failures
- ❖ Document lessons learned
- ❖ Learning from experience will create behavioral change and create new processes

## ➤ Perseverance

- ❖ No one will give you work because of your company classification
- ❖ Never give up





SDVOSB | SDB | UDBE | MBE | INDIAN INCENTIVE PROGRAM

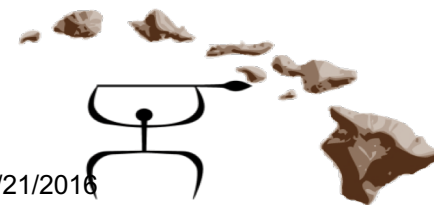
# Success Stories

***SBA Business Leader of the Year – 2016***

***SBA 8(a) Business of the Year - 2018***

*...Creating Powerful Solutions*

Rev 1.2 01/21/2016



# Native Hawaiian Veterans

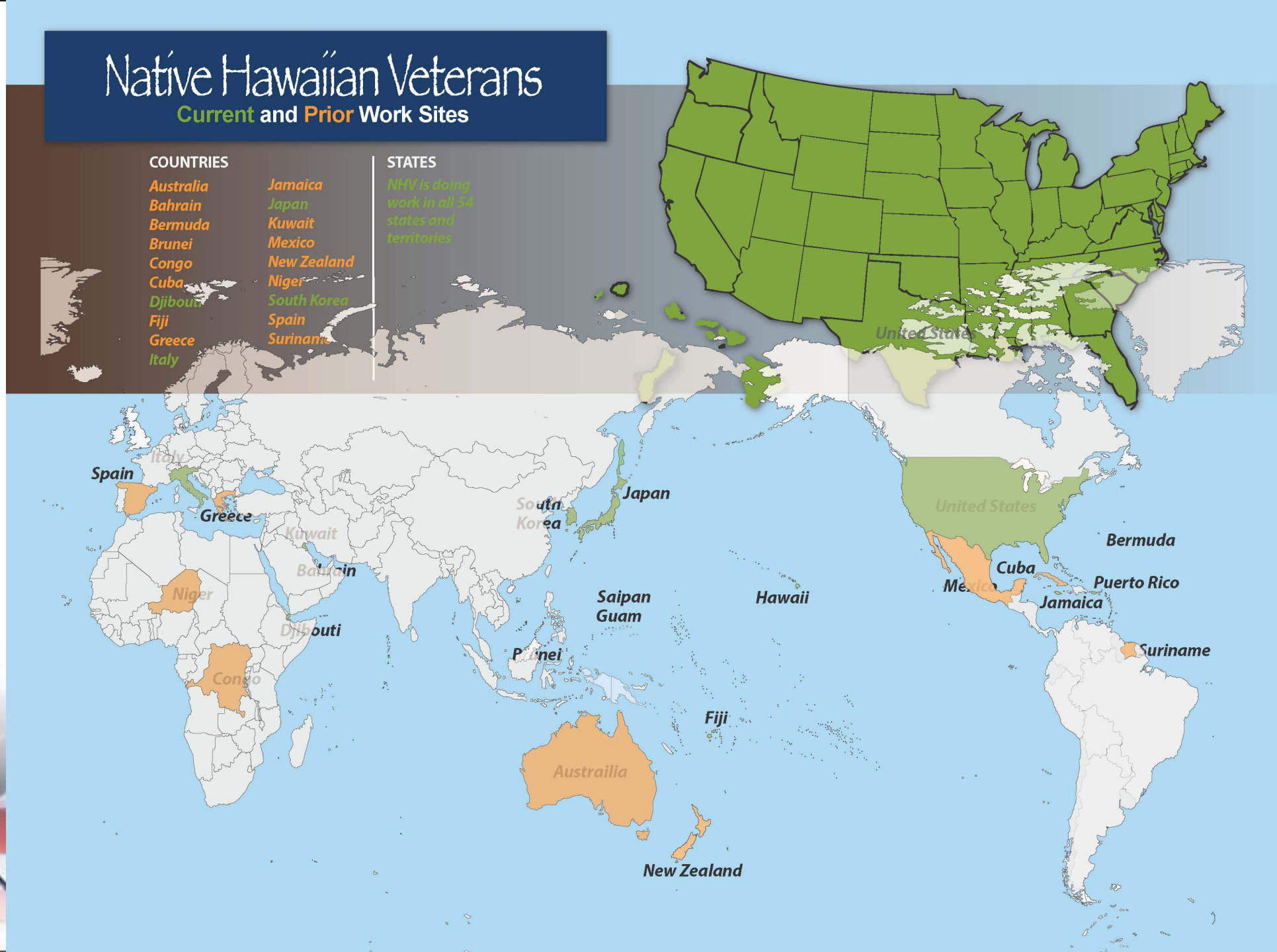
Current and Prior Work Sites

## COUNTRIES

Australia  
Bahrain  
Bermuda  
Brunei  
Congo  
Cuba  
Djibouti  
Fiji  
Greece  
Italy  
Jamaica  
Japan  
Kuwait  
Mexico  
New Zealand  
Niger  
South Korea  
Spain  
Suriname

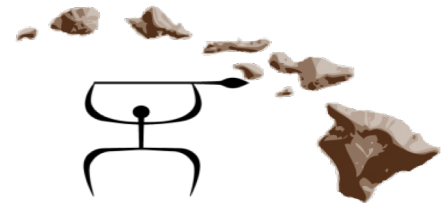
## STATES

NHV is doing  
work in all 54  
states and  
territories



# ***Awards***

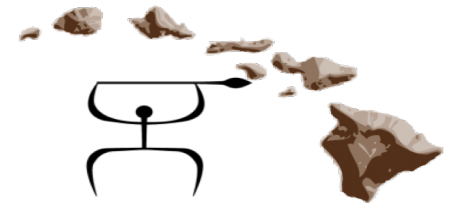
- Hawaii Business Magazine Best New Business – 2010
- Native Hawaiian Economic Alliance Business Mentor – 2010
- Hawaii Business Magazine Best Places to Work – 2011
- National Small Business Advocate of the Year Runner Up – 2012
- Pacific Edge Business Executive of the Year Runner Up – 2013
- Asian Enterprise Entrepreneur of the Year – 2013
- ESGR Pro Patria Award – 2013
- Secretary of Defense Freedom Semi-Finalist – 2013
- SBA Hawaii Veterans Small Business Champion – 2014
- Hawaii Business News FAST 50 – 2014
- Hawaii Business Magazine Top 250 – 2014
- #1 Native Hawaiian Owned Company – 2014
- #1 SDVOSB in Hawaii - 2014
- DiversityBusiness.com – 2014
  - Top 50 Disabled Veteran Owned Businesses in Hawaii #1
  - Top 50 Diversity Owned Businesses in Hawaii #2





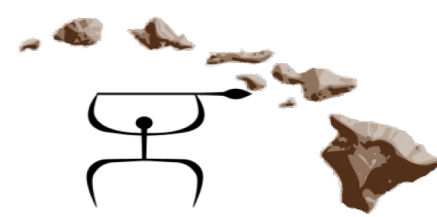
# ***Awards - 2015***

- **Pacific Edge Magazine Business Executive of the Year**
- **Pacific Business News Magazine #1 Veterans Owned Business**
- **Hawaii Business Magazine TOP 250 Companies**
- **#1 Native Hawaiian Owned Company**
- **#1 SDVOSB in Hawaii**
- **#1 8(a) Company in Hawaii**
- **INC Magazine Top 5000**
- **DiversityBusiness.com awards:**
  - **Top 50 Diversity Owned Businesses in Hawaii - #2**
  - **Top 100 Privately-held Businesses in Hawaii - #2**
  - **Top 100 Disabled Veterans Owned Business in the US - #10**
  - **Top 100 8(a) Businesses in the US - #19**
  - **Top 500 Diversity Owned Businesses the US - #324**



# ***Awards - 2016***

- **Hawaii SBA Business Leader of the Year**
- **SBA National Business Leader of the Year First Runner Up**
- **Hawaiian Chamber of Commerce O'o award**
- **Pacific Business News Magazine #1 Veterans Owned Business**
- **Pacific Business News #1 Minority Owned Business**
- **Pacific Business News Magazine Fastest 50**
- **Hawaii Business Magazine TOP 250 Companies**
- **#1 Native Hawaiian Owned Company**
- **#1 SDVOSB in Hawaii**
- **#1 8(a) Company in Hawaii**
- **DiversityBusiness.com awards:**
  - **Top 50 Diversity Owned Businesses in Hawaii - #2**
  - **Top 100 Privately-held Businesses in Hawaii - #2**
  - **Top 100 Disabled Veterans Owned Business in the US - #10**
  - **Top 100 8(a) Businesses in the US - #19**
  - **Top 500 Diversity Owned Businesses the US - #324**



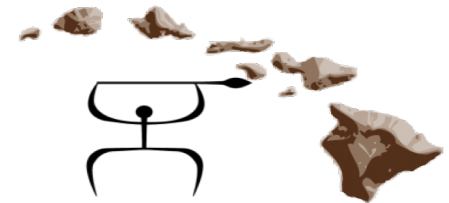
# ***Awards - 2017***

- **Gordon H. Mansfield National Veterans Advocated Award**
- **Pacific Business News #1 Veterans Owned Business**
- **Pacific Business News TOP 10 People to Know in Hawaii**
- **Pacific Business News #1 Minority Owned Business**
- **USPAACC FAST 100**
- **Hawaii Business Magazine TOP 250 Companies**
- **Hawaii Business Magazine TOP Charitable Companies**
- **#1 Native Hawaiian Owned Company**
- **#1 SDVOSB in Hawaii**
- **#1 8(a) Company in Hawaii**
- **SBA Veterans Advocate of the Year**
- **SBA Veteran Employee of the Year**



# ***Awards - 2018***

- **Hawaii Business Magazine TOP 250 Companies**
- **Hawaii Business Magazine TOP Charitable Companies**
- **Hawaii Business Magazine MOST Profitable Companies**
- **Pacific Business News #1 Veteran Owned Business**
- **#1 Native Hawaiian Owned Company**
- **#1 SDVOSB in Hawaii**
- **#1 8(a) Company in Hawaii**
- **SBA Hawaii 8(a) Graduate of the Year**
- **Senator Daniel K. Inouye Leadership and Community Service**







Questions